



## MARKETING INTERNSHIP

### OVERVIEW

The marketing intern will be responsible for helping create and maintain multiple websites/ online stores, social accounts, brand identities, paid advertising campaigns, and other initiatives that have been put in place to our digital presence across multiple companies and brands with the goal of increasing sales and market awareness.

### RESPONSIBILITIES

Collaborate with marketing management to:

- Create and maintain product offering in online stores
- Develop a variety of digital promotional materials
- Update information, graphics, and photos across multiple websites
- Utilize various social media platforms to promote sales, events, activities, news, etc.
- Develop email blast campaigns utilizing Zoho Campaigns
- Work on a variety of photography and video projects for use on websites and social accounts
- Assisting with other general sales and marketing functions (tradeshow planning, equipment decals, training materials, press-releases, etc.)

### SKILLS REQUIRED

- Working toward a degree in Marketing or Communications
- Proficiency in Microsoft Office Suite applications, primarily Excel
- Must possess the ability to organize and work on multiple projects at the same time
- Proficient ability to use the Adobe Creative Suites (Including Premier Pro and After Effects)
- Ability to create and manage paid digital ad campaigns across social platforms
- Ability to create and manage paid digital ad campaigns across search engines
- Basic understanding of photography/ videography and photo/ video editing

### DESIRED CHARACTERISTICS

- Ability to work well within a team
- Excellent communication skills
- Willingness to travel as needed

### JOB TYPE

- Internship - Max 25-30 hours per week - Pay \$13/ hour

If interested, please email your cover letter and resume to **Will Gambill** at [Will.Gambill@alleneng.com](mailto:Will.Gambill@alleneng.com).

